



Design

innovative by
Design

Design teaches you how to collaborate effectively across the product design cycle to deliver the optimal product experience. Get the skills you need to generate innovative ideas, evaluate and test the strongest ones, and gather internal and external feedback to reduce the risk of releasing subpar solutions. Leverage the complementary strengths of design and product teams to build products the market will embrace.



Register for **Design** or find out how **Pragmatic Institute** can bring our training to you by visiting pragmaticinstitute.com or calling **480.515.1411** today.



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Design

Who should attend?

Product professionals who want to create market-winning solutions that satisfy and delight their users

Included templates and tools:

- Design Practices Guide
- Persona Worksheet
- User Scenario Template
- Ideation Prompts
- Evaluation Scoring Grids
- User Feedback Guide
- And many more...

Understand Design

Grasp how product design capabilities overlay the Pragmatic Framework so you can leverage your organization's design function. Speak a common language with your designers, build trust, and reduce conflict and churn. Identify collaboration points that support an outside-in focus, and align on the product direction.

Learn how to:

- Navigate the roles and responsibilities of designers to better utilize your organization's design capabilities
- Apply design resources to your project at the right moments to generate maximum value

Define the Target

Understand how to deploy personas as a cornerstone tool in problem-framing, ideation, evaluation and feedback. Provide the market context designers need to make informed decisions in the user's best interest while also meeting larger business goals.

Learn how to:

- Bring existing market knowledge to the fore and determine what to explore further in research by creating provisional personas
- Partner with designers on research-based user personas to build empathy and ground solutions in data

Explore the Problem

Navigate the problem and solution spaces with your designers. Discover the key to problem framing and refinement. Identify where storytelling will add value to your process and bring the product experience to life in support of your vision.

Learn how to:

- Expand your problem statement by probing the market problem with your designers: prototype at the question level and find the right level of zoom
- Use "How Might We?" statements to spark richer, more innovative ideas
- Employ narrative tools, such as user scenarios, to set the stage for ideation, create goals for the product experience and support better decision-making

Ideate and Evaluate

Learn the building blocks of ideation and where to enable, participate or lead. Leverage cross-functional team members to generate a multitude of diverse ideas and decide on the best to pursue.

Learn how to:

- Use ideation prompts to spark new ways of thinking
- Ensure team alignment and create buy-in by developing shared criteria to evaluate ideas
- Capture an inventory of the most promising ideas for further refinement

Gather Feedback

Master the art of delivering design feedback centered on market problems and user context. Ensure that solutions skillfully address those problems by reconnecting with users throughout your product's design cycle. Increase confidence in your product's ability to meet market expectations.

Learn how to:

- Provide actionable feedback to your designers at the right time by establishing the proper cadence and structure for team communication
- Minimize the chance of conflict by communicating feedback on design work at different levels of fidelity
- Seek out user input along the way to refine and validate your solution; test before you invest to avoid going too far down the wrong path



Attendees have the opportunity to certify in *DESIGN* at the end of this course. Successful certification in this course qualifies towards Pragmatic Certified Product Manager.



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